

# CREATE MEMORABLE B2B CUSTOMER EXPERIENCES

## 3 Keys to Wow the Customer

### MAKE IT PERSONAL

Look at your business from the outside in. Interview customers and listen carefully for what's important to them. Build empathy through customer journey mapping and storytelling. Expect employees to come together to wow the customer.

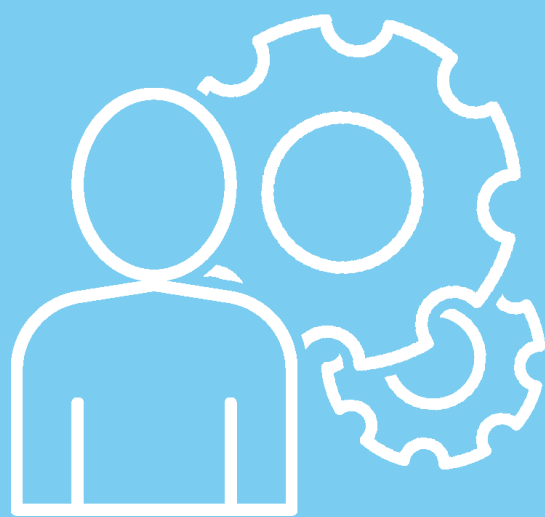


### CULTIVATE THE CULTURE

Customer centricity starts at the top. Make it a priority. Instill a passion for customers across all functions. Empower employees to WOW customers.

### BUILD IT INTO OPERATIONS

Make the total experience easy, memorable, and valuable. Focus on touchpoints that matter most to customers and simplify. Invest in digital tools and processes to give customers a seamless experience.



**57%** OF CUSTOMERS STOP BUYING FROM COMPANIES WHEN A COMPETITOR OFFERS A BETTER EXPERIENCE.\*

**Don't drive customers away by neglecting the experience.**

**Start today.** Audit the experience your customer is having with your company. For help getting started, **contact me at [carol@carolpudnos.com](mailto:carol@carolpudnos.com).**

\*SOURCE: SALESFORCE